## **CLAIMS**

- 1. A method of preparing an aqueous colored pigment dispersion comprising the step of combining, in any order, a) a colored pigment, b) an azo coupler, c) an aromatic amine, d) a diazotizing agent, and e) an aqueous medium, wherein the aromatic amine comprises as least one ionic group, at least one ionizable group, or a mixture of at least one ionic group and at least one ionizable group.
- 2. The method of claim 1, wherein the colored pigment and azo coupler are combined to form a pretreated colored pigment.
- 3. The method of claim 2, wherein the pretreated colored pigment is in a liquid form.
- 4. The method of claim 2, wherein the pretreated colored pigment is in a dry form.
- 5. The method of claim 2, wherein the pretreated colored pigment is formed in the aqueous medium.
- 6. The method of claim 1, wherein the aromatic amine and diazotizing agent are combined to form a diazonium reagent.
- 7. The method of claim 6, wherein the diazonium reagent is formed in the aqueous medium.
- 8. The method of claim 1, wherein the colored pigment comprises a blue pigment, a black pigment, a brown pigment, a cyan pigment, a green pigment, a white pigment, a violet pigment, a magenta pigment, a red pigment, an orange pigment, a yellow pigment, or mixtures thereof.

- 9. The method of claim 1, wherein the azo coupler comprises an acetoacetamide group.
- 10. The method of claim 9, wherein the colored pigment is a disazo or monoazo pigment.
- 11. The method of claim 1, wherein the azo coupler comprises an hydroxypyridone group.
- 12. The method of claim 11, wherein the colored pigment is a disazo or monoazo pigment.
- 13. The method of claim 1, wherein the azo coupler comprises a 2-hydroxynaphthalene group.
- 14. The method of claim 13, wherein the colored pigment is a naphthol-AS pigment.
- 15. The method of claim 1, wherein the azo coupler comprises an (acetoacetamido)benzimidazolone group.
- 16. The method of claim 1, wherein the azo coupler comprises an pyrazolone group.
- 17. The method of claim 1, wherein the colored pigment comprises the azo coupler.
- 18. The method of claim 1, wherein the aromatic amine comprises at least one -COO<sup>-</sup>, -SO<sub>3</sub><sup>-</sup>, -OSO<sub>3</sub><sup>-</sup>, -HPO<sub>3</sub><sup>-</sup>, -OPO<sub>3</sub><sup>-2</sup>, -PO<sub>3</sub><sup>-2</sup>, amine, or ammonium group.

- 19. The method of claim 1, wherein the aromatic amine comprises at least one sulfonic acid group, carboxylic acid group, or salt thereof.
- 20. The method of claim 1, wherein the diazotizing agent is a nitrite.
- 21. The method of claim 1, wherein the aqueous medium is water.
- 22. The method of claim 1, further comprising the step of adding an acid.
- 23. The method of claim 1, wherein the azo coupler, aromatic amine, and diazotizing agent react in the aqueous medium to form a dispersant having the formula:

## D-N=N-AC,

wherein AC is an azo coupling component and D is a diazo component comprising at least one ionic group, at least one ionizable group, or a mixture of at least one ionic group or ionizable group.

- 24. The method of claim 1, wherein the aqueous colored pigment dispersion is an inkjet ink composition.
- 25. An inkjet ink composition comprising a) a liquid vehicle, b) a colored pigment, and c) a dispersant having the formula:

wherein AC is an azo coupling component and D is a diazo component comprising at least one ionic group, at least one ionizable group, or a mixture of at least one ionic group or ionizable group.

26. The inkjet ink composition of claim 25, wherein D comprises at least one sulfonic acid group, carboxylic acid group, or salt thereof.

- 27. The inkjet ink composition of claim 25, wherein AC comprises an acetoacetamide group.
- 28. The inkjet ink composition of claim 27, wherein the colored pigment is a disazo or monoazo pigment.
- 29. The inkjet ink composition of claim 25, wherein the dispersant has the formula:

wherein I is an ionic group or an ionizable group; n is an integer between 1 and 5; and Ar is a substituted or unsubstituted aromatic group.

- 30. The inkjet ink composition of claim 25 wherein AC comprises an hydroxypyridone group.
- 31. The inkjet ink composition of claim 30, wherein the colored pigment is a disazo or monoazo pigment.
- 32. The inkjet ink composition of claim 25, wherein the dispersant has the formula:

wherein I is an ionic group or an ionizable group; n is an integer between 1 and 5; and R is a substituted or unsubstituted, saturated or unsaturated alkyl group; a substituted or unsubstituted aromatic group; or a substituted or unsubstituted heteroaromatic group.

- 33. The inkjet ink composition of claim 25, wherein AC comprises a 2-hydroxynaphthalene group.
- 34. The inkjet ink composition of claim 33, wherein the colored pigment is a naphthol-AS pigment.
- 35. The inkjet ink composition of claim 25, wherein the dispersant has the formula:

wherein I is an ionic group or an ionizable group; n is an integer between 1 and 5; and Ar is a substituted or unsubstituted aromatic group.

36. The inkjet ink composition of claim 25, wherein the inkjet ink composition is an aqueous inkjet ink composition.